

## ABSTRACT OF THE DISCLOSURE

A method and apparatus allows a customer to indicate his or her brand indifference within a product category, and then receive a benefit for purchasing a product chosen by a third party from within this product category. This method and apparatus is particularly useful in  
5 differentiating between brand-loyal or brand-sensitive customers and brand-indifferent customers, and allows manufacturers to price-discriminate between these two types of customers. The method includes a step during which an indication of at least one product or service category of interest is received from a customer or other potential purchaser, a step during which a selection of at least one product or service is made that matches the indicated  
10 product or service category, a step during which an indication of the selected product or service is provided to the customer or other potential purchaser or to a device used or accessible by the customer or other potential purchaser, a step during which an indication is received that the customer or other potential purchaser has actually purchased, rented, leased, obtained, etc. the selected product or service, and a step during which a benefit is provided to the customer or  
15 purchaser who actually purchased, rented, leased, obtained, etc. the selected product or service, or to some other person or entity designated by the customer or some other person or entity.

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